

# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

## January 25, 2011 AGENDA

1:00 p.m.  
City of Carlsbad  
1635 Faraday Avenue, Room 173A  
Carlsbad, CA

---

### **NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

### **PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

---

### **I. CALL TO ORDER** 1:00 p.m.

### **II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

### **(C) III. APPROVE MINUTES OF OCTOBER 6, 2010**

To approve the minutes of the October 6, 2010 meeting of the CTBID Board of Directors.

### **(C) I V. AB 01-11-60 APPROVE APPOINTMENT TO VISIT CARLSBAD BOARD**

Approve the recommendation by the Visit Carlsbad Board to appoint Drew Allison to their Board.

### **REPORTS AND DISCUSSION ITEMS:**

### **V. STAFF REPORT**

Staff will provide the following reports at this time:

- 1) Financial Update

**VI. DISCUSSION ITEMS**

Update by VisitCarlsbad

**VII. NEXT MEETING**

Set date for next meeting. Agenda topics to include:

- 1) 2011-12 Budget

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

**GENERAL COUNSEL COMMENT**

**PUBLIC COMMENT**

**ADJOURNMENT**

# MINUTES

**MEETING OF:** CARLSBAD TOURISM BUSINESS IMPROVEMENT  
**DISTRICT BOARD (Regular Meeting)**  
**DATE OF MEETING:** October 6, 2010  
**TIME OF MEETING:** 2:00 p.m.  
**PLACE OF MEETING:** Room 173A, Faraday Administrative Center,  
1635 Faraday Avenue

---

**CALL TO ORDER:** Chair Stripe called the Meeting to order at 2:01 p.m.

**ROLL CALL** was taken by the Deputy Clerk, as follows:

**Present:** Canepa, Nayudu, Becerra, McCormick, Stripe, Stiebeling  
**Absent:** Howard-Jones

### **III. MINUTES FOR APPROVAL:**

On a motion by Board Member Canepa, the Board approved the Minutes of July 8, 2010, with Board Members Stripe and Stiebeling abstaining.

### **REPORTS AND DISCUSSION ITEMS:**

#### **IV. STAFF REPORT**

Cheryl Gerhardt gave the staff report and PowerPoint presentation (on file in the Office of the City Clerk) that reflected hotel activity through end of August.

In response to an inquiry from Board Member McCormick, Ms. Gerhardt stated that the report did not contain data on those rooms where no Transient Occupancy Tax was paid.

#### **V. AB 10-10-59 REPORT BY VISITCARLSBAD**

Sam Ross, Executive Director of VisitCarlsbad gave a report and PowerPoint Presentation (on file in the Office of the City Clerk). Mr. Ross highlighted the various types of media coverage VisitCarlsbad received or participated in throughout the year. He explained that the primary focus of VisitCarlsbad was the revision of its website with Mindgruve.

Board Member McCormick announced that the LPGA golf tournament would not be held in 2011 because the La Costa golf course was being renovated.

Mr. Ross said that VisitCarlsbad would be exploring how to have a greater impact in social media (Facebook, Twitter, Flickr and YouTube) through advertising on these sites.

In response to an inquiry from Board Member Canepa, Mr. Ross said that approximately one-third of the VisitCarlsbad budget was allocated toward operations costs.

Board Member Canepa stated The CTBID Board might want to consider a TOT fee increase for marketing.

Board Member Nayudu stated it might be best to wait until a more stable rate could be reached.

On a motion by Board Member McCormick the VisitCarlsbad report was unanimously approved.

Next meeting in mid January

**NEXT MEETING:**

The date for the next meeting was set for January 25, 2011 at 1:00 p.m.

**ADJOURNMENT:**

By proper motion, the Regular Meeting of October 6, 2010 was adjourned at 2:49 p.m.

SHERRY FREISINGER  
Deputy Clerk



# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	01-11-60	<i>Approve Appointment to Visit Carlsbad Board</i>	CTBID STAFF	<u>CH</u>
MTG.	1-25-11		GENERAL COUNSEL	
DEPT.	Human Resources			

## RECOMMENDED ACTION:

Approve the recommendation by the Visit Carlsbad Board to appoint Drew Allison to their Board.

## ITEM EXPLANATION:

At its 5-18-10 meeting, the Carlsbad Tourism Business Improvement District (CTBID) Board entered into an agreement with the Carlsbad Convention and Visitors Bureau (dba Visit Carlsbad) to provide tourism promotion services for the CTBID for the period July 1, 2010 through June 30, 2011. A provision in this contract was that the CTBID Board had to approve any changes to the Visit Carlsbad Board.

One of the original board members, Saeed Housseini, recently vacated his seat on the Visit Carlsbad Board. In a letter from Visit Carlsbad Board Chair, Bob Moore, to CTBID Board Chair, Tim Stripe, the Visit Carlsbad Board is recommending that the CTBID Board approve the appointment of Drew Allison, General Manager with the Homewood Suites Hilton to fill this vacancy. (See letter at Exhibit 1)

## FISCAL IMPACT:

None.

## ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

## EXHIBITS:

1. Letter dated January 20, 2011, from Visit Carlsbad Board Chair, Bob Moore, to CTBID Board Chair, Tim Stripe, recommending Drew Allison to fill vacancy on Visit Carlsbad Board.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-277-5203, [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)

### FOR CITY CLERKS USE ONLY.

#### BOARD ACTION:

APPROVED ☐  
DENIED ☐  
CONTINUED ☐  
WITHDRAWN ☐  
AMENDED ☐

CONTINUED TO DATE SPECIFIC ☐  
CONTINUED TO DATE UNKNOWN ☐  
RETURNED TO STAFF ☐  
OTHER – SEE MINUTES ☐



January 20, 2011

Mr. Tim Stripe  
Vice Chairman  
Carlsbad Tourism Business Improvement District  
City of Carlsbad  
1635 Faraday Ave.  
Carlsbad, CA 92008

Dear Tim,

The Board of Directors of Visit Carlsbad, Carlsbad's Destination Marketing Organization would like to put forth Mr. Drew Allison, General Manager with the Homewood Suites Hilton, as the replacement for the seat vacated by Mr. Saeed Housseini on the Visit Carlsbad board of directors.

Per the agreement between the CTBID and Visit Carlsbad we ask that the CTBID board approve Mr. Allison at the next CTBID meeting to be held on January 25, 2011. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Moore".

Bob Moore  
Chairman  
Visit Carlsbad